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Wealthtech Weekly

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By Rob Burgess
Reporter

When "zero-click," AI-powered search results first dropped, the SEO game changed forever.

Suddenly, tactics like adding Q&A-style FAQ pages and soliciting reviews became paramount. But, there's another small behind-the-scenes change advisors can make to their websites that experts say can make a significant difference in this new world.

How are you making sure your firm is seen in AI-powered search results? Let me know — robert.burgess@arizent.com.

I hope you'll check out this article, along with the rest of this week's stories.

As always, thank you for reading. Talk to you next Thursday!

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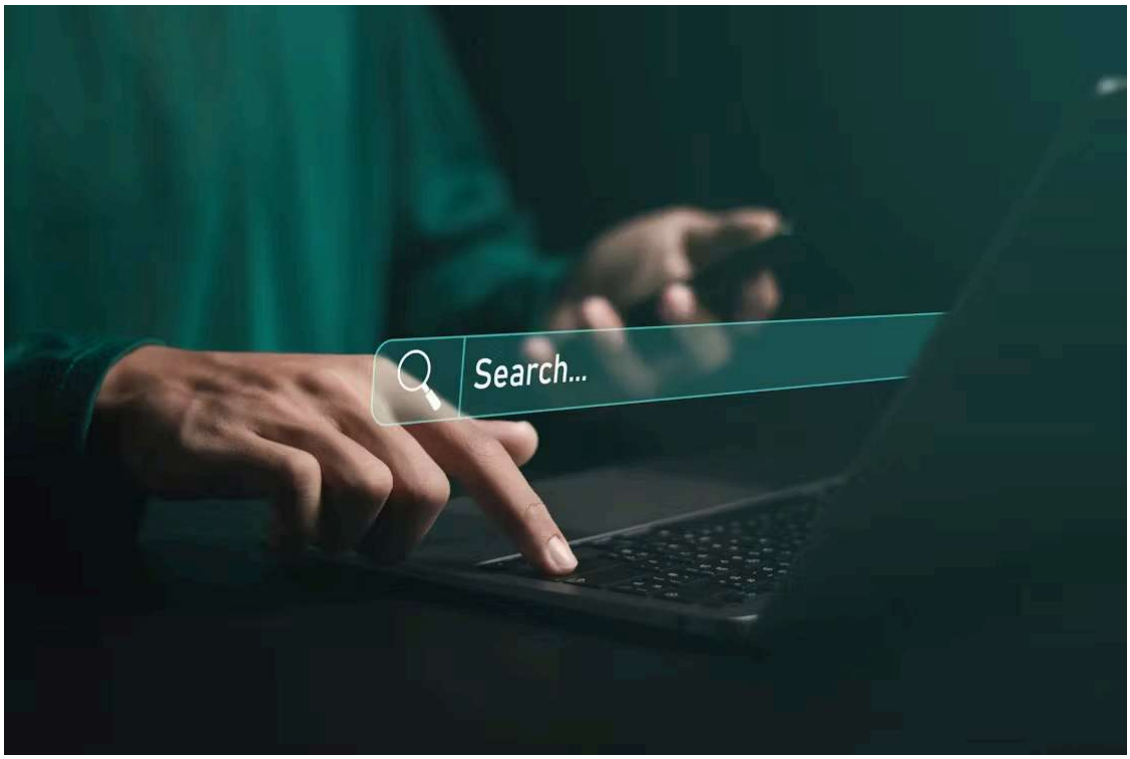
How one small tweak can boost advisor search visibility



AI-powered search results have changed how SEO works. Simple tweaks can help financial advisors and their firms show up much more frequently in no-click search results, experts say.

- **The 10 best and worst real estate funds of the past 3 years**
  Investors have several different types of real estate funds to consider, but the elements that make a good investment remain consistent.
- **Explore the future of wealth management at ADVISE AI**

The industry's first AI-specific conference for financial advisors will take place Oct. 28-29 in Las Vegas and feature some of the industry's biggest names.

- **Half of advisors hold crypto; client exposure remains low**
  For clients holding crypto, about half have experienced notable losses. But 70% have experienced notable gains, the latest Financial Advisor Confidence Outlook found.
- **Collectible cards are hot, but are they good investments?**
  Even as Canadian investor and "Shark Tank" co-star Kevin O'Leary broke records last month with the $13 million basketball card he helped purchase, experts warn that there are pitfalls.

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